CANADIAN MOVING PICTURE

# Digest

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## Let Us Write Of The Living

SO many books have been written about historical men and women, that it is, in my opinion, much more interesting to write of the living, at least the living will have an opportunity to read what we write of them — admire us or sue us; for the mirrored reflection of the object of such biographical reporting may find his image that of a saint or a sinner. At least he will see himself as others see him; as I, who know him well, see him. I refer to John J. Fitzgibbons, whom I have but recently heard addressing business sessions of partners, affiliates, executives, district-supervisors, regional-supervisors, department heads and theatre managers of the Famous Players Canadian Corp., of which company he is the president.

I listened for four days to John J. Fitzgibbons discussing many subjects of importance to our film industry, including public service and public relations. I heard him reply to questions asked by partners, managers of theatres. I watched him looking at demonstrations of Television, making a survey of confection displays, entering into the seriousness of business discussions which brought representatives from all over Ontario, partners and affiliates from Quebec with their theatre managers and from the Maritimes; and I have observed him in a lighter mood, enjoying the carnival spirit which the confection displays created, in the mood of the gayer hour when we toasted the occasion fittingly, and feasted not wisely, but O! so well.

All present were permitted to have their say, in this Eastern Division conference. Larry Bearg was there, getting geared for the meetings which are to take place next month at Winnipeg, and British Columbia.

**Heads of All Departments**

John J. Fitzgibbons presided over the meetings, which continued for four days. He was ably assisted by R. W. Bolstad, by Morris Stein, augmented by Ben Geldsaler and the chiefs of buying, booking pictures, publicity, exploitation, advertising, building theatres, accounting legal and insurance heads, real estate, maintenance, equipment, promotional sales, confections, coordinated into one channel, the operation of theatres, and under one chief of chiefs, John J. Fitzgibbons, solely responsible to the parent company for all the machinery of this production set into motion.

But lest I become diverted from my original intent, a biography, wandering off into the Convention details, I will return to John J. Fitzgibbons and give you the image of a man whom you may know only as the head of an important Canadian Film Enterprise; whom you may know casually, or as a friend, or as a partner in your affiliated film enterprise, or a competitor; or as the boss of your employment, or a buyer of motion pictures, or as a co-executive.

His position as president of Famous Players Canadian Corp. includes a multiplicity of specialized services within the confines of his own company, reaching out into the Canadian Film Industry from coast to coast, involving Trade Practices and Public Relations.

**Interests International**

The Canadian boundary, however, provides no limitations for his supervision and consideration, for as you know, Famous Players Canadian Corp. is a subsidiary of Paramount, which latter American company has world-wide operations and film interests, particularly centralized in the United States.

John J. Fitzgibbons' public relations includes liaison with the Canadian Government, provides intelligent information to Paramount, which in turn provides vital information to the source from which we receive our Hollywood produced pictures, exhibited in all the Famous Players Canadian theatres and other circuit and independently operated theatres in our Dominion. It

J. J. FITZGIBBONS

concerns itself with pictures produced in England and in other countries; and with its partner affiliates, operates in the Province of Quebec presenting pictures produced in France in the French language. This is a big job for any man who must and does concern himself directly with the supervision which all of these interests involve.

**Wide Scope of Activity**

In Canada, it is impossible for any man to confine himself, as president of a nation-wide theatre company, to such operation solely. Particularly is this true today, since we are living in a world in which each nation appears to be fighting for its own life as a nation, fighting for spiritual evolution, for the liberties which have been so dearly purchased, and which govern right thinking and freedom of action, all of which go to make up the physical and moral well-being of a nation and its standard of living. In respect to the Standard of Living, we take into consideration and include in such a survey Trade & Commerce, Taxation, Economics, Production, Distribution,

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## WRITE OF THE LIVING

(*Continued from Page* 1)

Education, Employment. Recreation and every phase of national and international co-operation, whether these refer to our own film industry or to the business of national government.

Today, one false move by the head of a national film operating company may involve the entire Canadian Film Industry, and as a result the American Film Industry and the British Film Industry; all Film Enterprise which exports to Canada, and to whom we export, directly, or through our affiliates, through our Film Laboratories and our own Canadian production activities.

We demonstrated, through our Screen, that we were an integral part of the War Effort; that through Motion Pictures, we could drop a bomb, or fire a gun which could capture a strategic position, which could help sustain the fighting morale of our army, our navy, our air-force.

**Pictures a Product of Peace**

We are not a byproduct of the war, but a product of peace, just as a soldier is a product of peace, born into this world to fulfill the purpose of life; and when such purpose is in danger of being destroyed, he is trained to defend his life, the Divine Design of Living and the life of his nation.

The question of war as justified, or as the result of a colossal blunder, I will not discuss here. We have, through the development of a motion picture industry, revealed that Entertainment is Big Business in relation to national development, cultural impetus, business enterprise; in relation to our Government which uses our services, but which at times, unmindful of our good will and free giving, abuses the source of the offering through onerous and singular taxation, through legislative restrictions.

Having, as Simon Meretsky would say, "fertilized the soil" for the Tree of the Knowledge of Good and Evil, you will permit me to return to my brief biography of John J. Fitzgibbons.

This would not be your idea of a biography, if I did not tell you when John was born, where he was born, and all the other facts which make up biographical presentations. I do not believe that such facts are important, since science has today discovered that it can discount hereditary traits and characteristics. Not all people believe in the influence of the stars and planets in directing our Destinies, and in a world in which there are famous writers, painters, composers, actors, scientists, some of whom cannot find, in tracing back through their family, one ancestor who could even draw a straight line or compose a simple tune — their family tree is noticeably barren of any distinction, save that which they personally have contributed.

There are, notwithstanding, thousands of writers of biography, some world famous men and women, and millions of their readers, who think dates of births, marriages, are important. I bow to their united opinion.

**Born in U.S.**

John J. Fitzgibbons was born August 27th, 1890, in Meriden, Conn. His parents were Michael and Bridget Fitzgibbons who both died when John was a little boy, and he was adopted by Henry and Margaret Slack, who became his foster-parents.

John's birthday being the 27th of August, he just passes out of the sign of Leo, the Lion, whose reign is between July 28th and August 23rd, but Leo's influence is still there, and August 27th takes John into the sign of Virgo, the Virgin. Leo and Virgo are a powerful combination. John was born on the day which ushers in the constellation Virgo. Astrea, goddess of justice was said to be the last of the deities to leave this earth, and returning to the heavens she became the constellation, Virgo. Being influenced by the sign of Leo, it helps us to understand John's keen interest in M-G-M pictures and his friendship for Judah, symbol of the Lion.

For those who do not believe in the Signs of the Zodiac, it may be of interest to report that in India, 3800 B.C., a Zodiac with the names of the signs in Sanscrit was found. Dr. Budge (British Museum) said, "The Babylonians were a nation of star-gazers, their largest work contained seventy tablets and was compiled by Sargon 3800 years before Christ."

Genesis, Chapter I, verse 14, "And God said, Let there be lights in the firmament of Heaven to divide the day from the night and Let Them Be For Signs."

**Formal Education Slight**

But let us cease this star-gazing. John Fitzgibbons' academic education finished when he finished Grammar School, and he went to work at a theatre, the Bijou, in Meriden, managed by the son of his foster-parents. At the Bijou, John became operator and about 1906 the Meriden Opera House was acquired, and came under the same management as the Bijou.

In 1907, John was manager and operator of another Meriden Theatre but this one was in Astoria, Long Island. Later on he took over the old opera house at Glencove, L.I. Theatres were aquired in Staten, Castleton and Brighton and a new theatre was built at Glencove, called the Glen. At this time John met P. F. McMahon and secured an interest in the Bay Shore, L. I., Theatres.

In 1915-16, John worked with J. D. (Jaydee) Williams of First National fame, and his Regent Theatre, Bay Shore, was a First National franchise-holder. During his organizing work, John went to Detroit and met Earl Hudson, who was then Jaydee's secretary. This was John's first introduction to Earl, and it was around this time too that John met George Genatakos, a First National franchise-holder, at Montreal. John's company was called the Active Amusements and took on theatres at Islit, L.I., Avalon, and Southampton.

Retaining his theatre interests, John also did special publicity work for different companies, going on to Boston, Mass., about 1925. This was about the time Sam Katz, whom John knew well, linked up with Famous Players-Lasky, which later became Famous Players Publix.

**Joins Famous Players Publix**

John joined Famous Players Publix, selling out his theatre interests in Long Island, and his first assignment was command of Eastern U.S. for F.P. Publix, with offices at Charlotte, N.C., Jacksonville, Fla., and New York. When Grey died, John took over the new England offices, succeeding John Ford.

In May, 1930, when, following the resignation of N. L. Nathanson, Arthur Cohen became General Manager of Famous Players Canadian Corp., with J. P. Bickell as President, John came to Canada. With his history in Canada you are largely familiar, but it is this history, which best reveals the man.

**Celebrates 36th Anniversary**

On Oct. 23rd, 1948, John celebrated the 36th anniversary of his marriage to Katharine Anne Kiernan. According to his birthday, he was 22 years old when he married. Mr. and Mrs. John J. Fitzgibbons have a family of seven, five boys, the last two a twin, and two girls. John J. Jr. (Jack), is the first born, head of Theatre Confections, Kevin is in the Confections Warehouse, Vancouver, and his twin brother Arthur is in college at Ottawa. Eugene is a salesman with 20th Century-Fox in the U.S., and Robert is with Price-Waterhouse. Both daughters are married. All the boys and girls, with the exception of the twins, who were youngsters during the war years, saw war service. John is also called "grandpa", being blessed with grandchildren.

Now having satisfied those who like to know the facts of life, we will return to the Convention. It was evident the John had a knowledge of each of the subjects which were discussed during the four-day session. The combined time of his talks totalled many hours, from his opening address of welcome to his closing address at the dinner on Thursday night. What he had to say held his listeners' attention, evoking from them expressions of interest and applause. His listeners did not give him this attention just because he is

(*Continued on Page* 6)

# RAY PRESENTS

I HAVE recently seen two British pictures which to me represent superb entertainment, one "Blanche Fury", in colour by Technicolor, stars Valerie Hobson and Stewart Granger. It presents a powerful story, an excellent cast evenly balanced, intense drama, and a vista of beauty in settings and background which is comparable to the best which we have had upon our Screen.

*The other picture, seen in a private preview, is the J. Arthur Rank-Emeric Pressburger, "Red Shoes", in which the British have done for the ballet, what the Italians have done in their adaptation of grand opera for the screen.*

*"Red Shoes" presents a superb ballet-dancer, Moira Shearer, who not only dances divinely but can act, and who combines grace of figure with good looks, much too much in blessings to fall to the lot of any one girl.*

*"Red Shoes" has a symphonic background of orchestral music, played by the London Symphony Orchestra under the direction of the great Beecham. Its story has been based on Hans Anderson's fairy story "The Red Shoes", but it has a parallel love-story, in which there are backstage scenes, and out of the theatre flashes, concerning the people whose lives are directed into musical and dancing channels, bringing this fairy tale down to earth.*

ANTON WALBROOK as an impressario, is excellent, his best part in an English speaking picture which I have yet seen. The atmosphere of "Red Shoes" is Cosmopolitan. It takes you to those European countries, some you have seen, others of which you have dreamed. In it the foreign characters, chiefly French, speak their own language, interspersed with the English. Photographically, it is as fantastic, as beautiful, as bewildering as an Unreality, a voyage into the Realm of Imagination, with the Wand of a Good Fairy, or the Cloak of a Magician, by means of which inanimate objects take on the breath of life. All this and, in addition, the great ballet dancer, Leonide Massine.

*As great as is "Hamlet", and "Hamlet" is certainly great as drama, just as great is "Red Shoes", but in quite a different form. Massine, as the shopkeeper who has made the "Red Shoes", is a symbol of Temptation. He is the Ballet Master!*

*So superb is the corps de ballet, the solo dancing, the camera work, that all else must fade by comparison, and again I repeat, what has the London Technicolor got that we lack in our use of colour-beauty in Hollywood? Perhaps it is a greater sense of colour, that sense which dates back to the colour of the primitives, to the masters of painting, whose skin tone, whose draperies, robes and backgrounds, make preeminent, the British school of portrait painters; the deep and mellow blue, green, yellow and red colours which we find in the paintings of the Masters in so many European galleries.*

"RED SHOES" may follow the pattern of presentation used for "Henry V", for "Hamlet". It is worthy of distinction. It is a unique, interesting, beautiful, dramatic screen production — a combination of many arts, superbly adapted to the screen and most admirably presented. It is written, produced and directed by the team of Emeric Pressburger and Michael Powell. Its distribution will be through Eagle-Lion (British) in Canada.

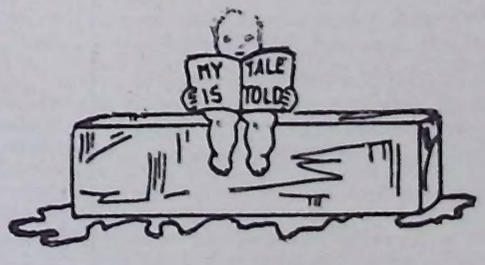
I should like to watch the face of the Hon. Earl Lawson when viewing this picture, "Red Shoes". Surely this will be to him as Balm of Gilead, for all his hard and courageous work, his toil and his devotion as president of Odeon Theatres of Canada, Limited.

*I returned from a visit to London, Ont., where Odeon opened its new theatre, last Friday evening. Present were a cross-section of the citizens of London, Ont., representatives from the various Odeon Theatres, and officers from Eagle-Lion. Their pride in achievement is excusable. Odeon has built and is building beautiful theatres, streamlined for service. Archie Laurie, who made the social and publicity arrangements for the London Theatre opening, is to be congratulated on the smoothness and success of his job.*

CLARE APPEL made an excellent opening address and presided as Emcee, introducing the various speakers, including His Worship, the Mayor of London and Leonard Brockington, of the Odeon Board of Directors. Brockington's fame as a lucid, and witty speaker has long been accepted. He was in excellent form. We missed Earl Lawson who, due to other business was absent. The manager, Jim Hardiman, formerly at the Odeon Danforth, in Toronto has already found himself at home in London. That little city, little in population by comparison with the larger cities in Canada, has become a centre of cultural and histrionic development.

*Odeon will shortly open two new theatres at Fort William and Port Arthur, following which it will open its new Hyland in Toronto, another new theatre in Brantford, Ont., yet another in Toronto at Jane and Bloor, and in Ottawa. This will complete new theatre openings for this year.*

*Mr. Brockington paid a tribute to the architectural genius of the late Jay English, of whom he said, "These theatres are as a living monument."*




# NINTH ANNUAL DIGEST SHOWMANSHIP CONTEST NOW OPEN

# Toronto and District

By BILL PRESS

AFTER undergoing alterations to the front and entrance in an operation which lasted a year, the big Imperial Theatre on Yonge Street is once more the object of contractors for an interior face-lifting which will not interfere with performances although the extensive job is scheduled to take more than two months for completion.

The structural changes come after the development of direct opposition in the opening of the Odeon-Toronto, the independent Biltmore and, more recently, the 20th Century Downtown Theatre.

At the same time, the Imperial is being prepped for the installation of television equipment while there is need for an independent power plant if the dimout is to continue for two or three years. The nearby Biltmore is bright with exterior lighting while Loew's also is free of power interruptions, all because of an independent source of electricity. So is Loew's Uptown and other theatres are likely to come around to the setting up of a private power house.

* * *

*The new amusement tax returns form, obtained and designed by the MPTOA is ready, and is on the way to theatres in the province. The Association invites comments on them, as arrangements have been made with the authorities to have them changed again if these do not prove entirely satisfactory to exhibitors . . . Classified as adult entertainment by the Ontario Board of censors were, "Loves of Carmen", "Smart Girls Don't Talk" and the shorter version of "Mourning Becomes Electra".*

* * *

The MPTOA has interceded with the Provincial Hospital Tax Authorities, which had been refusing theatres the right to charge prices like fifteen, forty-five and seventy-five cents tax included. It is now alright for Ontario theatres to charge these prices, and remit tax at the rate of 2½, 7½ and 12½ cents respectively, Arch Jolley, executive-secretary of the Association informs us.

* * *

*Call Ben Geldsaler grandpa now . . . . What Famous Players' Toronto manager slipped across the border to Niagara Falls, N.Y., during the recent convention and paid forty cents to see "Isn't it Romantic" the Warner opus . . . Talking about Warner's, Tony Ranicar was down to the convention for Auld Lang Syne and to buy a few of the boys a drink.*

Wanny Tyers of the Odeon Toronto, played host last Monday night to Mayor McCallum and about 150 Mayors and Reeves attending the mayor's convention. The civic heads saw the feature "Blanche Fury" and were served cocktails in Mr. Tyers' office . . . The O-T as it is familiarly known, had a television set in its lounge during the World Series and patrons were treated to ringside seats for the price of admission. On Sunday, members of the Press Club were invited in to watch the game . . . Following on the Sunday doings by invitation, "Red Shoes", J. Arthur Rank's Road Show feature about ballet, was shown to the trade and press at the Fairlawn, where approval of the picture was unanimous, the trade audience breaking into spontaneous applause twice.

* * *

*Vernon Tanner, theatre manager at Markham, Ont., was the hero of a $100,000 factory fire there when he rescued two officials of the industrial firm from the second floor of the burning building after they had forced their way into the plant with a fire hose. The two men and Tanner required hospital treatment for burns, cuts and shock.*

* * *

Fourteen male patrons couldn't take it when they saw the gallbladder operation in the film, "The Case of Mrs. Conrad", at the Casino Theatre, Toronto. The same picture played the Hollywood where the management announced the setting up of a first-aid post for males who became ill . . . The Centre at St. Catharines played what was described as a "giant bill", the program consisting of "Duel in the Sun", which runs some 130 minutes, plus another film . . . The Famous Players Movie Club at the Capitol Theatre, Peterboro, offered a free puzzle game to the first 500 juveniles attending a Saturday morning show.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*Old-timers will remember Fred Whittaker, 72, who passed away in the Queen Elizabeth Hospital. For half a century he played in Toronto theatre orchestras, the last being at the Royal Alexandra. He often commented that he was born on the present site of Shea's Theatre.*

* * *

The Famous Players' Skyway Drive-In Theatre near London, Ont., called it a season on Saturday night, Oct. 23, the final picture being "Fun on a Week-End" . . . "The Fuller Brush Man" is getting the habit of playing three-week engagements. This picture did so at the Tivoli in Hamilton and the Centre at London . . . A horror stage show called "Dr. Ogre Banshee's Chasm of Spasms" was featured at a midnight show at the Palace Theatre in Hamilton . . . Jack Pechet of Winnipeg, head of Canadian Screen Publicity, was in Toronto after making calls on exhibitors around Ontario to book advertising trailers for various national products.

* * *

*Following his return from a stay in Great Britain and on the Continent, Ross McLean of the National Film Board confirmed a report that one employee of the board has been dismissed for Communist activities as a result of checking by the R.C.M.P.*

* * *

"The Lost One" continued for a sixth week at the International Cinema where it has made a hit with class clientele . . . The Hudson Theatre on Mount Pleasant Road, North Toronto, has become the Forum Theatre following its recent change in ownership. The Belsize on the same street is now featuring Stu Kenny's amateurs in weekly stage appearances . . . The Canadian Odeon headoffice forces have largely concentrated in the business suites of the Odeon-Toronto Theatre building at 20 Carlton Street, having moved from the Royal Bank Building and 24 King Street West. Jimmy Cowan and his publicity staff are still at 431 Yonge Street, however.

## 20th-Fox Runs "Hard Luck" Contest to Exploit "Peggy"

A multi-tie-up between 20th-Fox, the University of Toronto, Department of Veterans' Affairs, the Toronto Evening Telegram, radio station CJBC, the Imperial Theatre, A. J. Siggner unpainted furniture, the Power grocetarias and a gold-mine president will spell BOXOFFICE for "Apartment for Peggy" and good publicity for every member of the tie-up and the beauty of it is, the same sort of thing can be done in almost any situation the picture plays.

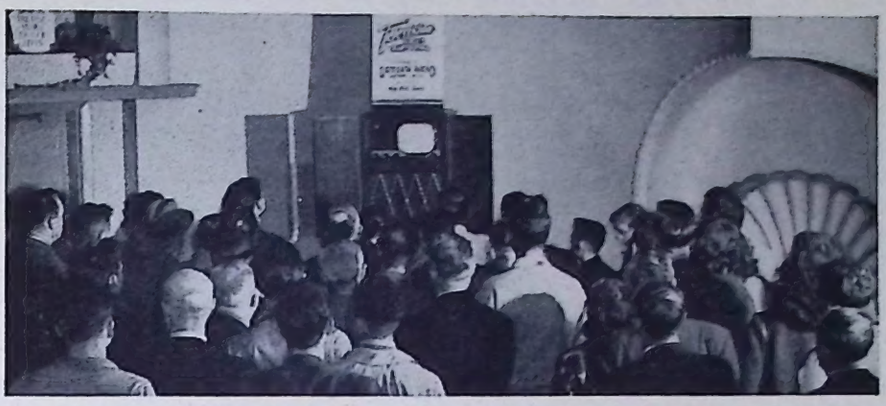
Form the plan takes is an essay contest for married student veterans at the University who have to write a hard luck story. To the winner of the contest goes a completely furnished attic apartment, similar to the one that Bill Holden and Jeanne Crain live in in the picture, which is a story revolving around the everyday life of married veterans enrolled at Universities. Furniture, supplied by the Siggner company, becomes the property of the winner, along with $40.00 worth of groceries supplied by the Power Stores, and two months rent by the gold-mine president.

The six judges are from the University, the newspaper, the radio station and the Department of Veteran's Affairs. The paper, the Evening Telegram, will cover the entire campaign along with the University's own paper Varsity, and publicity will be planted in the other papers as well. There will be an extensive campaign over CJBC plugging contest details every day. In the Imperial lobby will be set up a display of the furniture and groceries, and windows have been arranged for five good locations in city furniture stores.

Good publicity and good public relations for all concerned, a nice apartment for one lucky couple, and a good evening's entertainment for thousands who might otherwise have missed the picture. Everybody benefits.

## Margaret To Appeal

For the second consecutive year Margaret O'Brien has been chosen by the National Foundation for Infantile Paralysis to make the 1949 nationwide appeal. The appeal will be filmed on Margaret's first day off from work in her current Metro-Goldwyn-Mayer film, "The Secret Garden". It will be shown in more than 17,000 theatres across the country prior to and during the annual March of Dimes campaign.



PATRONS OF THE ODEON-TORONTO SEE WORLD SERIES TELECASTS

MILLAND ENTERTAINED WHILE IN VANCOUVER AT THE "CAVE"

Norman Duncan, Cinema manager, returned Ray Milland's hospitality during Milland's recent Vancouver visit with the Bing Crosby Benefit Show. Milland showed Duncan the town during his recent visit to Hollywood. Pictured at the Cave Supper Club are left to right: Norman Duncan, Joy Edgett, Bob Kennedy, Mrs. Duncan, Ray Milland and Mrs. Kennedy.

NFB EMERGENCY WALK-IN THEATRE SUCCESS AT CENTRAL CAN. EX.

When Dr. Edwin Franko Goldman's band closed its opening concert at eight o'clock the first evening of the Central Canada Exhibition in Ottawa, the audience of several thousand people was left staring at a bleak, empty bandstand. At four o'clock the following afternoon, the National Film Board was called on to fill the unexpected gap in the program, and when the Goldman band left the stand that second night, Anthony Hacche, NFB's Ottawa field representative, had two RCA portable projectors, a six-by-nine-foot screen and a program of colored Canadian documentary films ready. It took Tony and his assistant 15 minutes to get set up and operating and more than 3,000 people watched the screen until nearly 11:30 p.m. The next night, and until the Ex closed, the NFB "walk-in" theatre (pictured) operated from 8:15 p.m. until a radio show, which saw possibilities in the ready-made audience, took over the bandstand at 10:15 p.m. Tony met and overcame countless problems in the emergency set-up. For example, a wind came up the first night and he had to tie the screen down. Projection was exceptionally good in spite of lights and sounds from the nearby midway and promenade, sound being enhanced by the fortunate presence of a large building opposite the bandstand. People in the rear seats saw and heard everything on the screen unusually well. New films were added to the program each night, some in color, some black-and-white, all Canadian subjects. Projection was continuous through the use of a switch-over mechanism.

DIGEST WANT ADS. GET RESULTS

## WRITE OF THE LIVING

(*Continued from Page 2*)

the President of F.P.C.C., nor as the head of a partner-affiliation, nor as the Big Boss. We paid tribute and homage to him because he is a man who knows what he is talking about when he talks, because he is humble in respect to the importance of his position, his power and authority, and because, being a religious man, of the Catholic Faith, he tries to be a Christian, in the deepest meaning of that much misused word.

John has a respect and consideration for the Faith of people of religions besides his own which moves him towards our ideal of the attributes, the virtues which go to make a real human being.

### Practices His Religion

But this is not sufficient for the moulding, or the evolution of a great man. In addition to being born into a Faith, or a religion, one must practice what that Faith and Religion is, what it teaches. It is to the credit of John J. Fitzgibbons that he is a good Catholic. To give you an example from our own motion picture industry, he is like the character which Bing Crosby presented in "Going My Way".

John J. Fitzgibbons is Irish, and when the Irish are good Catholics, they pray to God on Intimate Terms; they understand that if God did not have a Sense of Humour, He would have grown sour on Humanity. They, the Irish Catholics, believe that there is Laughter in the Heavens when a prophet tangles his beard in the strings of a harp.

### Down-to-Earth Speaker

Now, you may possibly see my image of John, but while I am discussing the conferences and John's participation, may I add that in all his speech-making, most of it informal, there was a friendly, down-to-earth comradeship, a vibration of sincerity, whether he was discussing competition, the quality of pictures, theatre service, the American dollar question, public relations, confections or showmanship

John expressed his opinion on various subjects. He did not excuse certain policies, he explained them. He did not excuse certain developments, the effect of which might hurt an individual partner, or an employee. He admitted the possibilities of the individual hurt in the over-all picture, but he expressed himself as regretful of such a situation, and invited remedial suggestions.

Not being infallible, he and his associates and co-executives, could make mistakes, even as you and I, but in admitting this, he revealed that he was an exception! How many big men do you know who will admit a mistake? How many offer to relieve you of the effect of their mistakes?

### Big Men Often Conscienceless

I have, in my life, known many big men, big in position that is, who, in the course of their climb to power hushed that Inner Voice which tells us whether what we are about to do is right or wrong and having done wrong, were not big enough to admit it. I have known some who, having injured you, became your enemy. Continuing their evil was more acceptable to them than a confession. However, such evildoers, be they builders of the Tower of Babel, must eventually eat grass, for the Law of Compensation is no respecter of the mighty and they are not exempt from the final balance of the scales.

I have watched John during his long years of residence in Canada; watched his activities from the time he came here as a representative of Paramount, through the period of his association with Arthur Cohen and N. L. Nathanson, to the time when he became president of F.P.C.C. I have disagreed with him on occasion, but I have always been his friend.

Despite his early association with a company with whose former policies I disagreed vocally, despite the attitude of American film interests toward Canada, their lack of understanding, as a matter of fact their almost complete ignorance that we were interested in a Canadian Film Industry, regardless of what other film industries had to offer us, and that we desired to express ourselves in the Canadian way, one look at John's smiling Irish face disarmed me. I felt his sincerity, his friendliness, the simplicity of his manner, and the arrows from my bow were never directed toward him.

### Earned His Position

When John became president, this big job did not "fall into his lap," as he says. While he did not seek to step into another man's shoes, nor direct his ambition toward such cunning design, he did train his mind in every field of Canadian film enterprise. He did study the Canadian scene, the potentialities of a Canadian Film Industry, as well as his own company's operations and interests. He studied the British Film Industry and the French, as well as what Hollywood had to offer.

His instincts are to do that which is progressive, as well as in his company's interests, in theatre operation, in expansion. To give Hollywood producers a profitable market in Canada but to keep the door open for other productions as well. To give the Canadian people their money's worth in entertainment values, and to serve Canada nationally as a public and community service.

Such objectives have led him into other fields involving, International Good-Will, the Good Neighbor Policy, Public Relations reaching clear back to the Hollywood studios.

### Not All Milk and Honey

He has had some battles with his parent company, who at times have forgotten, like other U.S. Film Interests, that Canada is in reality a foreign country, and while a part of the American continent, is not situated in the United States.

His ability to deal in facts and not fiction has made him a victor in such arguments, and in Washington, at Ottawa, in Hollywood and in New York, his ideas have blossomed and brought forth fruit.

John is a good listener. He will listen to what anyone has to say to him. This, also, is a sign of greatness, for some big men I have known may give you the time to talk to them, but talk you out of your time, with the result that you have had a pleasant visit, but have not told your story.

John has on occasion taken the bit between his teeth, despite the fact that he has excellent man-power. On such occasions, he has been more often right than wrong, for he has heard the small inner voice, and having heard, who will blame him for his stubborness?

It is almost two decades since he came to Canada, and during these years I have watched him grow and live, not as a Boswell recording notes for a Dr. Samuel Johnson's biography, but as a friendly observer, as a partner-affiliate, as the secretary of the Motion Picture War Services Committee of which he was the president, for which war service he received the distinction of the order C.B.E. I have watched F.P.C. Corporation grow with John, and I have studied him to see if the Taint of Ambition had crept into him for a Spiritual Decline and Decay.

### Admits Mistakes

He has said time and again, "I am not infallible, I make mistakes just as you do." That has kept his feet upon the earth, and prevented that inner fermentation which breaks down the virtues which are the foundation-structure of our growth and stature.

Perhaps John does not know that I have been watching him from a wider range, as a member of the motion picture industry to which I have given many of the best years of my life, eagerly watching him, with a degree of selfishness, as a test of my faith in human goodness, and to prove to myself, by even one example, that man can live by the Golden Rule — that man can become Big Business and remain Big Humanity.

—THE EDITOR

# Maritime News

By A. L. FAIRWEATHER

LEO DEVANEY, RKO's Canadian General Manager was in St. John for conferences with Harry Cohen, District Manager, and told your correspondent of plans for a new film exchange in the city. RKO plans have advanced to the stage where building materials, estimates, and above all a suitable site, are being discussed. Nothing is definite yet, but it is expected that the building will house several other exchanges as well if and when it is completed. At present there are three comparatively modern Film Exchange buildings in the city, one housing four companies, and two with two distributors each. Paramount Film Service built their own, modern building last year, but there are still a number of distributors in unsuitable quarters, and the projected new building would be a fine thing for local film biz . . . Mrs. Leo Devaney was with her husband and renewed acquaintance with her many friends in the city.

* * *

*Harry Adkins' newly built Roxy Theatre at Buctouche, N.B., was totally destroyed by fire in a blaze which started in a nearby restaurant. Loss is estimated at over* $45,000, *only part of which is covered by insurance. House was built a little more than a year ago, and an apartment above the theatre was just being completed. Projectionist Aldora Newland saved the films, but was unable to do anything about the equipment. Plans are to rebuild as soon as possible.*

* * *

Sidney Weyman, manager of the Franklin-Herschorn Community Theatre in Yarmouth, is among those receiving plaudits for bringing a new industry to the city from Scotland. Weyman is President of the Junior Board of Trade and active in many community endeavors . . . Harry Burke Montreal rep of the General Theatre Supply Company, was in St. John on a trip through the Maritimes . . . Many of St. John's film pioneers were sorry to hear of the passing of Jules Laine, who, as Jules Levine, used to run a Sporting Sheet, and had many friends here.

* * *

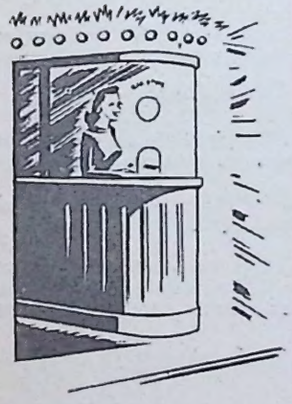
*Eagle-Lion's "The Babe Ruth Story" held over at the Strand, St. John, while W-B's "Life With Father" played a full week to capacity at the Paramount . . . Stanley Lieberman, son of Mr. and Mrs. J. Lieberman (the L of B & L) is enrolled as a student at Mt. Allison Academy, Sackville, N.B. . . . . David Brager, Cardinal Films' St. John rep has been transferred to Calgary, where two of his brothers are in the Film biz . . . Mrs. F. G. Spencer has again raised a small crop of peaches in the garden of the Spencer country home at Onnonette, N.B. — an achievement in the province.*

* * *

Jimmy Whitebone, Paramount projectionist was re-elected vice-president for New Brunswick at the annual meeting of the Canadian Trades and Labor Congress in Vancouver which he attended . . . The Mayfair Theatre went to the expense of sending a taxi 95 miles to Moncton and back to get the prints for the Cerdan-Zale fight which had been promised the midnight show audience, when it found they couldn't get there on Sunday by the regular channels. Film got there 15 minutes before the show started, and in showbiz tradition, the show went on.

* * *

*Halifax may have a new theatre in the near future if the Drama League of the city carries out projected plans. They are endeavoring to raise funds and support to rebuild the old Market Place to house a theatre . . . Gordon Spencer of the F. G. Spencer Company, went down to Niagara Falls to attend the F-P Eastern Conference. George Walters of the Capitol, Charlottetown, was among those invited.*

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**READ** this unsolicited letter telling the actual experience of a theatre owner. It speaks for itself.

July 1, 1948.

Dominion Sound Equipments,
Montreal, Que.

Gentlemen:

Since the advent of talking pictures I have always kept my equipment up to date by putting in the various improvements as they became available, I was disappointed every time an improvement was made in that there was no reaction from the public.

Your Mr. Grimes has just installed a model 800 Voice of the Theatre speaker system here and in my opinion it is the greatest advancement in equipment to date as I had several comments the first showing and am still getting them on the improvement in sound. Had my old speaker system been poor I would not have been so enthusiastic but it was considered good and even better than many others.

I want you to know that I am delighted with this piece of equipment as it is the first time I have had the public congratulate me on sound reproduction and this means Boxoffice.

Yours very truly,

Walter, N.S.

wrp/jh.

*Voice of Theatre Speaker System is sold exclusively by*

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## 'Odeon', London's Newest Makes Its Official Bow

Last week in London, Ontario, the new home of British pictures in that city was officially opened with all the color and romance of a first night, as distinguished guests and citizens attended ceremonies in the new Odeon Theatre. Formal dress worn by many of the guests gave a festive air to the occasion as Leonard W. Brockington, C.M.G., K.C., vice-president and director of Odeon Theatres sounded the key note in the short programme of dedication.

**The Best From All Lands**

Briefly he outlined the Odeon policy. "We believe that all art is universal, that it has no boundaries of race or creed. It will therefore not be our fault if to this City of London in this theatre there do not come the best that Hollywood, Britain, Canada and the European lands with their great arts can send to you, and us, for our enlightenment and refreshment."

Clare Appel, Odeon's general-manager for eastern Canada, was master of ceremonies and introduced Jim Hardiman, previously manager of Toronto's beautiful new Odeon-Danforth, who will manage the new house.

**Mayor Opens House**

The Mayor of London, George Wenige, spoke for the City and declared the theatre open.

First-nighters walked on some 2500 yards of thick carpeting and viewed the art gallery in which the first display consisted of portraits by Walter Dickson of London Little Theatre players and an historical mural of the City.

The building itself carries the new ideas in theatre construction which are rapidly gaining favour. The stage opening is square and a great curtain, of fibre glass, sweeps across the front of the house and part way down the walls.

**Last Minute Completion**

Theatre was opened in what is coming to be the new tradition, with the workmen leaving by the back door as the guests come in the front.

Reference was made to the work of Jay English, who designed and blueprinted the theatre, but didn't live to see the work finished.

Opening picture was the Eagle-Lion film "Blanche Fury", with Valerie Hobson and Stewart Granger.

Following the program in the theatre, a reception was held in the Hotel London attended by Madeline Carrol, Conrad Nagel and the entire cast of "Goodbye My Fancy", which was having its world premiere at the Grand Theatre.

Other guests at the opening were George Peters, vice-president of Odeon and executive-assistant to J. Arthur Rank in Canada; Harry Allen Towers, British radio producer-director; James Cowan, public-relations director for the Rank Organization, and R. T. Lewis, director of The Daily Mail in London, England, sponsors of the Empire Film Award, British equivalent of the American Academy of Motion Picture Arts and Sciences.

## Toronto Girl Gets Hollywood Call

SUSAN FLETCHER, Toronto-born stage actress, who is presently a radio movie columnist, heard over the CBC Dominion network, was awarded a contract to appear in "The Secret Garden", an MGM technicolor production, directed by Fred Wilcox. Miss Fletcher will continue to broadcast her weekly program while in Hollywood.

# Trans-Canada Showing

*Use This Information As Your Guide On Release Dates*

### TORONTO

BILTMORE
"Vigilantes Return", Cinecolor, with Jon Hall, Margaret Lindsay and Andy Devine. Also "Code of Scotland Yard" (Rep.), with Oscar Homolka and Derek Farr.

DOWNTOWN
"Hollow Triumph" (Int'l), with Paul Henreid and Joan Bennett.

EGLINTON-TIVOLI
"Cry of the City" (Fox), with Victor Mature and Richard Conte.

FAIRLAWN-DANFORTH
"Good Time Girl" (EL), with Jean Kent and Dennis Price.

IMPERIAL
"Sorry, Wrong Number" (Para.), with Barbara Stanwyck and Burt Lancaster.

LOEW'S
2nd week. "The Paradine Case" (SRO), with Gregory Peck and Ann Todd.

NORTOWN-VICTORIA
"Station West" (RKO), with Dick Powell and Jane Greer.

ODEON-TORONTO
"The Best Years of Our Lives" (RKO), with Myrna Loy and Fredric March.

SHEA'S
"The Loves of Carmen" (Col.), Technicolor, with Rita Hayworth and Glenn Ford.

UPTOWN
"Larceny" (UI), with John Payne and Joan Caulfield.

### MONTREAL

CAPITOL
"Romance on the High Seas" (WB), Technicolor, with Jack Carson and Janis Paige.

IMPERIAL
2nd week. "Big City" (MGM), with Lotte Lehmann, Edward Arnold and Margaret O'Brien.

LOEW'S
3rd week. "Easter Parade" (MGM), Technicolor, with Judy Garland and Fred Astaire.

PALACE
"Escape" (Fox), with Rex Harrison and Peggy Cummins.

PRINCESS
2nd week. "Fort Apache" (RKO), with John Wayne, Henry Fonda and Shirley Temple.

### SAINT JOHN

CAPITOL
"Dishonoured Lady" with Hedy Lamarr and Dennis O'Keefe. Also "Personal Column" with George Sanders and Lucille Ball.

MAYFAIR
"Gentleman's Agreement" (Fox), with Gregory Peck, Dorothy Maguire and John Garfield. Also "Easy Come, Easy Go" (Para.), with Barry Fitzgerald, Diana Lynn and Sonny Tufts.

PARAMOUNT
"Life With Father" (WB), Technicolor, with William Powell and Irene Dunne.

STRAND
"The Babe Ruth Story" (Mono.), with William Bendix and Claire Trevor.

### WINNIPEG

CAPITOL
"The Walls of Jericho" (Fox), with Cornel Wilde and Linda Darnell.

GAIETY
2nd week. "On an Island With You (MGM), Technicolor, with Esther Williams and Peter Lawford.

GARRICK
Held over. "The Babe Ruth Story" (Mono.), with William Bendix and Claire Trevor.

METROPOLITAN
2nd week. "Sorry Wrong Number" (Para.), with Barbara Stanwyck and Burt Lancaster.

ODEON
2nd week. "Blanche Fury" (EL), Technicolor, with Stewart Granger and Valerie Hobson.

### CALGARY

CAPITOL
"Key Largo" (WB), with Humphrey Bogart, Edward G. Robinson and Lauren Bacall.

GRAND
"Stallion Road" (WB), with Ronald Reagan and Alexis Smith.

PALACE
"Rachel and the Stranger" (RKO), with Loretta Young, William Holden and Robert Mitchum. Also "Dual Alibi" (Int'l), with Herbert Lom.

### VANCOUVER

CAPITOL
2nd week. "Easter Parade" (MGM), Technicolor, with Judy Garland and Fred Astaire.

INTERNATIONAL-CINEMA
"Fighting Father Dunne" (RKO), with Pat O'Brien. Also "Berlin Express" (RKO), with Merle Oberon and Paul Lucas.

ORPHEUM
2nd week. "Key Largo" (WB), with Humphrey Bogart and Lauren Bacall.

PARADISE
"Texas, Brooklyn and Heaven" with Guy Madison and Diana Lynn. Also "Secret Service Investigator" (Rep.), with George Zucco and Lynne Roberts.

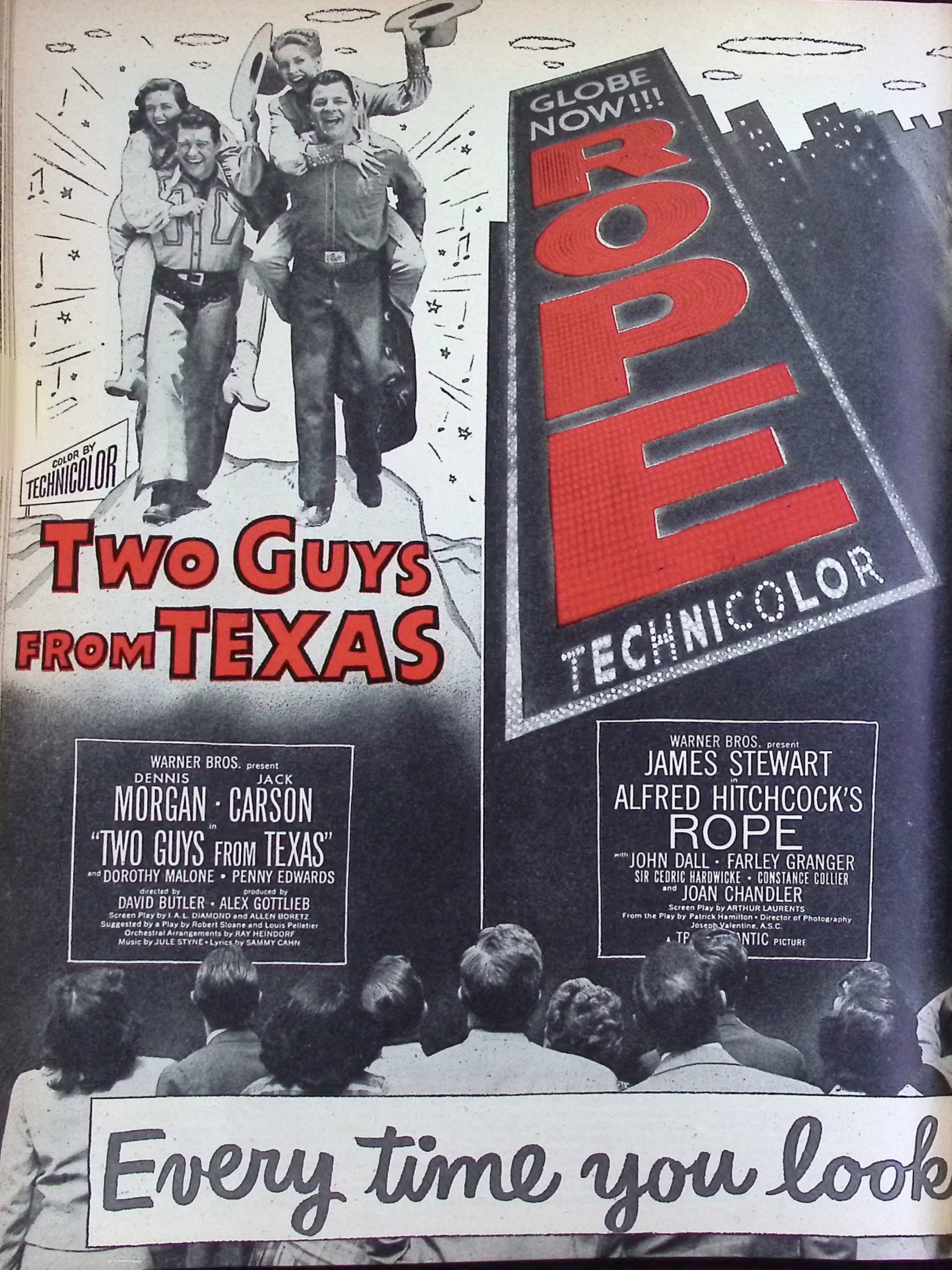
PLAZA
"XIVth Olympiad — The Glory of Sport" (EL), Technicolor, with Athletes of the World.

STRAND
2nd week. "Apartment for Peggy" (Fox), Technicolor, with Jeanne Crain and William Holden.

VOGUE
2nd week. "Oliver Twist" (EL), with Robert Newton and Kay Walsh.

SCENES AT THE GALA OPENING OF LONDON'S (ONT.) NEW ODEON THEATRE

1. London newspapermen, W. J. Blackburn, president and publisher of the London Free Press (centre), and A. R. Ford, editor-in-chief (right), look at the "Silver Star", Britain's "Oscar", in the hands of R. T. Lewis, a director of the London (England) Daily Mail, sponsors of the award. 2. London's Mayor George Wenige basks in beauty — surrounded by the wives of prominent theatre men attending the Odeon opening. Back row l. to r.: Mrs. George Peters, Mrs. Sam Fingold, Mrs. Ralph Dale, and Mrs. O. J. Silverthorne. Front row: Mrs. H. A. Hodgins, Mayor Wenige and Mrs. Archie Laurie. 3. A shot of the entrance foyer, showing the candy bar and photography display. 4. Clare Appel (left), Eastern Canada Manager for Odeon Theatres, and Leonard Brockington, C.M.G., K.C., vice-president and director of Canadian Odeon, relax in the luxurious foyer after the proceedings. 5. George Peters (left), vice-president and executive assistant to J. Arthur Rank in Canada, chats with Mayor Wenige on opening night.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TWO GUYS FROM TEXAS
GLOBE NOW!!!
ROPE
TECHNICOLOR
WARNER BROS. present
DENNIS MORGAN · JACK CARSON
in
"TWO GUYS FROM TEXAS"
and DOROTHY MALONE • PENNY EDWARDS
directed by DAVID BUTLER · produced by ALEX GOTTLIEB
Screen Play by I. A. L. DIAMOND and ALLEN BORETZ
Suggested by a Play by Robert Sloane and Louis Pelletier
Orchestral Arrangements by RAY HEINDORF
Music by JULE STYNE • Lyrics by SAMMY CAHN
WARNER BROS. present
JAMES STEWART
in
ALFRED HITCHCOCK'S
ROPE
with JOHN DALL · FARLEY GRANGER
SIR CEDRIC HARDWICKE · CONSTANCE COLLIER
and JOAN CHANDLER
Screen Play by ARTHUR LAURENTS
From the Play by Patrick Hamilton • Director of Photography
Joseph Valentine, A.S.C.
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Every time you look

# "Johnny Belinda"

WARNER BROS. present

JANE WYMAN · LEW AYRES

in

"JOHNNY BELINDA"

with CHARLES BICKFORD

AGNES MOOREHEAD · STEPHEN McNALLY

directed by JEAN NEGULESCO · produced by JERRY WALD

Screen Play by IRMGARD VON CUBE and ALLEN VINCENT

From the Stage Play by Elmer Harris · Produced by Harry Wagstaff Gribble · Music by MAX STEINER

# JUNE BRIDE

WARNER BROS. present

BETTE DAVIS · ROBERT MONTGOMERY

in

"JUNE BRIDE"

with FAY BAINTER · BETTY LYNN · TOM TULLY

directed by BRETAIGNE WINDUST · produced by HENRY BLANKE

Screen Play by RANALD MacDOUGALL

Based on a Play by Eileen Tighe and Graeme Lorimer

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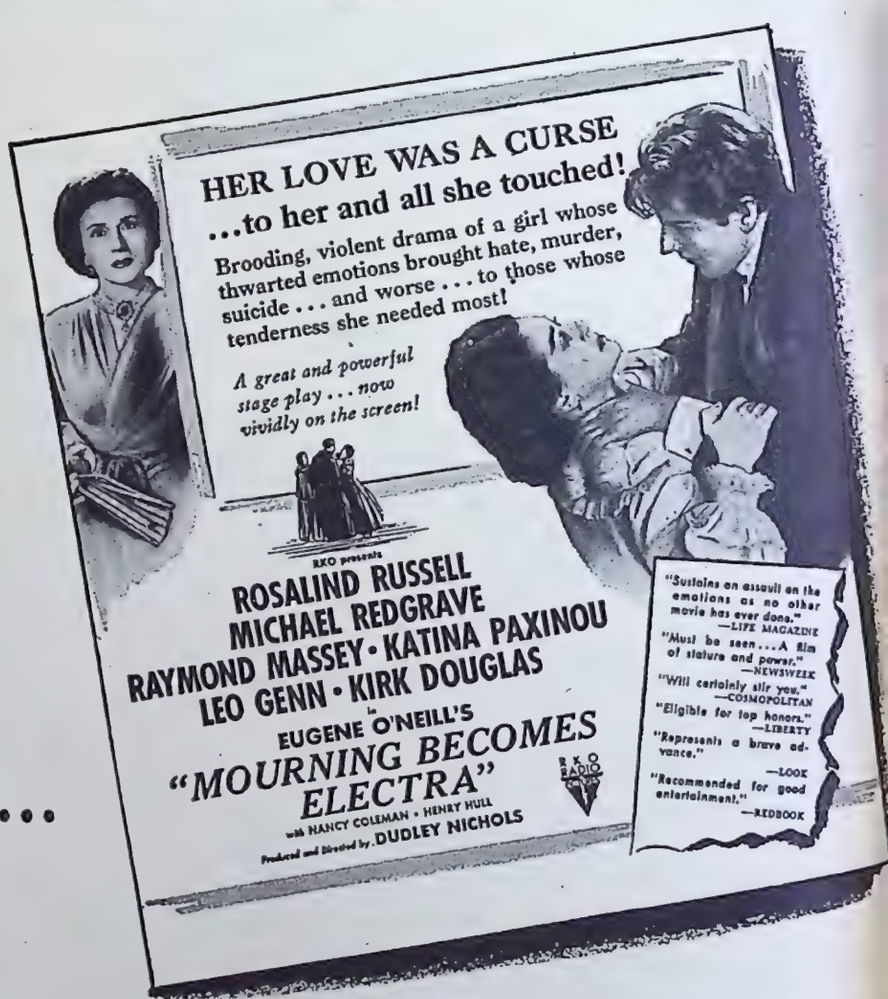
HER LOVE WAS A CURSE
...to her and all she touched!
Brooding, violent drama of a girl whose thwarted emotions brought hate, murder, suicide ... and worse ... to those whose tenderness she needed most!
A great and powerful stage play ... now vividly on the screen!
RKO presents
ROSALIND RUSSELL
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in EUGENE O'NEILL'S
"MOURNING BECOMES ELECTRA"
with NANCY COLEMAN • HENRY HULL
Produced and Directed by DUDLEY NICHOLS
RKO RADIO PICTURES
"Sustains an assault on the emotions as no other movie has ever done." —LIFE MAGAZINE
"Must be seen ... A film of stature and power." —NEWSWEEK
"Will certainly stir you." —COSMOPOLITAN
"Eligible for top honors." —LIBERTY
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**.....and here's the type of newspaper ads ready to help you hit!**

THE MOST SINISTER TRIANGLE IN DRAMATIC HISTORY!

... Mother and daughter in love with the same man . . . rivals in ruthlessness even to *murder!*

RKO presents **ROSALIND RUSSELL**
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EUGENE O'NEILL'S
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Produced and Directed by **DUDLEY NICHOLS**

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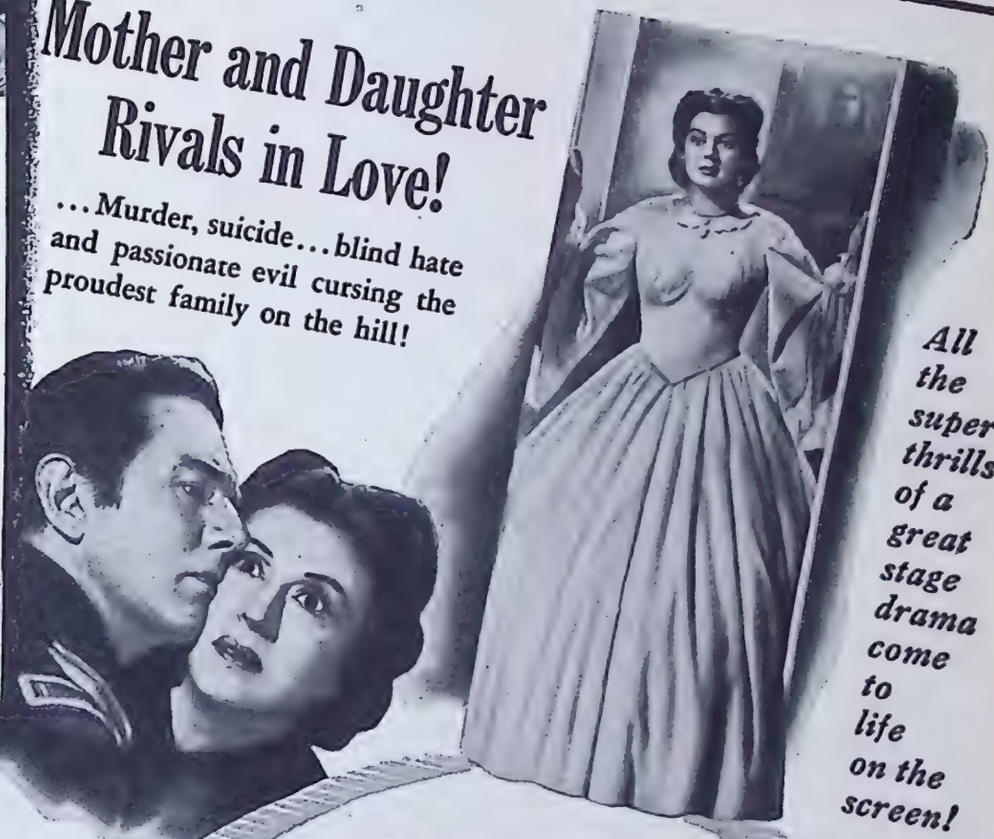
R K O RADIO PICTURES

## Mother and Daughter Rivals in Love!

... Murder, suicide... blind hate and passionate evil cursing the proudest family on the hill!



*All the super thrills of a great stage drama come to life on the screen!*

"Sustains an assault on the emotions as no other movie has ever done."
—*Life Magazine*

"Film of stature and power... must be seen."
—*Newsweek*

"Will certainly stir you."
—*Cosmopolitan*

"Eligible for top honors."
—*Liberty Magazine*

"Represents a brave advance."
—*Look Magazine*

"Recommended for good entertainment."
—*Redbook Magazine*

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**DUDLEY NICHOLS**

R K O RADIO PICTURES

# Famous Players Meet In "Falls" Discuss Future Plans

Tourists and television were two of the important topics which engaged the attention of Famous Players' partners and associates at their annual meeting in the General Brock Hotel at Niagara Falls Ont., on October 18th.

The Eastern partners' meeting was followed by a three-day session of Famous Players' managers from the eastern division of the company and nearly 200 attended the meetings which were presided over by John J. Fitzgibbons, C.B.E., president of the company.

Impressed with the importance of the Canadian tourist industry to their country, the theatremen sent a wire on behalf of all partners and managers to D. Leo Dolan, director of the Canadian Government Travel Bureau at Ottawa, and to all provincial travel bureaux, pledging their whole-hearted support through their theatres to the campaign to bring more tourists to Canada. They offered to do everything possible to turn in the same kind of job in the present U.S. dollar crisis as was done during the war years.

**Must Help Tourist Trade**

Mr. Fitzgibbons told the meeting that the tourist industry had meant around $250,000,000 to Canada so far this year. "Our theatres must do everything possible to assist government agencies to attract visitors to Canada," he said.

During the opening sessions Mr. Fitzgibbons told the meeting that Famous Players had filed an application with the federal government for a license to establish and operate a television station in the city of Toronto. The Victoria theatre, which has complete stage facilities, will likely be the site of the television studio and stages.

"Television is a part of the motion picture industry," Mr. Fitzgibbons said. "It is, fundamentally, the presentation of motion pictures by a new means of projection."

"Large screen television will have an important place in the future plans of Famous Players," Mr. Fitzgibbons declared. "We have already placed an order for equipment to provide full screen showings of television pictures in the Imperial, Toronto, which is Canada's largest theatre, similar to that so successfully used at present in the Paramount theatre, New York. "As television develops there will be other full-screen installations in Famous Players theatres."

Mr. Fitzgibbons described the equipment which had been developed by Paramount researchers and which records a televised event on standard film which can be developed, printed and shown on the screen within forty seconds of the time the events take place.

**Television Depends on Movies**

"It is clear now," he said, "that to be commercially successful this new instrument for the transfer of ideas and entertainment must of necessity depend largely upon the use of motion picture films and on motion picture technique and experience.

"For some time to come at least regular television presentations will be available only in large cities where there are highly concentrated centres of people because of the high production costs involved." Mr. Fitzgibbons stated. "Other areas will depend largely upon motion pictures especially designed for regular television programs. The principal exception will be events of local interest."

Famous Players will have equipment to record televised events of importance on film which can be made available to other parts of Canada and elsewhere.

"With an experience of 28 years in the presentation of stage and screen entertainment Famous Players has a 'ready-made', trained organization capable of stepping immediately into the television field," Mr. Fitzgibbons said. "We have trained producers, writers, technicians and other experts on our staff at this moment," he declared, "all of them not only trained in showmanship but experienced in presenting the type of entertainment Canadians want to see and hear."

**Use Video To Promote Canada**

Mr. Fitzgibbons sees television as not only a means of entertainment but an instrument to make Canada's neighbors aware of this country's vast natural resources, its industrial potential and its importance as a tourist centre.

"We will be able to tell Canada's story in a new and effective way to our neighbors through the facilities of the networks that will ultimately become available to us through our affiliations," he said.

Paramount, he said, has been one of the pioneering companies in the field of television and has been conducting experiments with a view to fitting television into theatre operations as a part of the regular programs. Paramount subsidiaries have been operating commercial television in Chicago and more recently in Los Angeles. Captain William Eddy, director of the pioneer Chicago station which has been on the air since the close of the war, is considered one of the leading television authorities on this continent.

"All the resources of Paramount are available to Famous Players and their associates," he said. "We will have at all times the full advantage of the research now being conducted by the Paramount organization."

"Famous Players," Mr. Fitzgibbons said, "has set up an engineering group of Canadian technicians in Toronto under the direction of George Cuthbert, chief engineer for Famous Players, to conduct experiments in Toronto."

Delegates to the conference saw demonstrations of television set up by Mr. Cuthbert and his crew on two types of receivers in the lobby of the General Brock Hotel.

Stressing the importance of tourist trade in Canada, Mr. Fitzgibbons gave the meeting an outline of some of the activities of the Canadian Co-operative Project through which the motion picture industry is giving its services to the government in its campaign to attract much-needed U.S. dollars.

**Hollywood Stars Co-operate**

Fourteen top Hollywood stars gave their services without fee to make transcriptions for U.S. air listeners. In interview form they told the story of Canada's attractions and its history. More than 200 radio stations in the United States have carried this informative series and many of them have requested a second series.

Through the efforts of the project Canada gets Canadian news clips in almost all newsreels and a number of Hollywood-made shorts have been seen by millions in U.S. theatres. The short subjects include "Quaint Quebec". "Borders Without Bayonets", "Snow Capers", "Calgary Stampede" and "Neighbor To The North". These shorts play up the beauty of Canada as well as explain the economic situation.

Thanks to this organization, Hollywood studios now have complete photographic libraries on Canada as well as an abundance of research data. Several stories with a Canadian background are either in production or are scheduled to be produced and, wherever practical, camera crews will come to Canada to shoot location scenes.

"The Canadian Co-operative Project has made a substantial contribution to bring tourists to Canada," Mr. Fitzgibbons said, "and its efforts will be stepped up considerably next year."

**Spoke at Managers' Sessions**

At the three-day managers sessions J. J. Fitzgibbons and Morris Stein, eastern division general manager, presided at the round-table discussion assisted by district managers Dan Krendel, Jack Arthur, Bob Eves, Ray Tubman and Bob Roddick.

R. W. Bolstad, Famous Players' vice-president, outlined some of the company's employee benefits.

In 1929 a life insurance plan was established covering executives, department heads and managers. Beneficiaries receive $5,000 insurance under this plan with the premiums paid by the company. An additional $2,500 is optional upon payment of part of the extra cost by the insured. The policies also provide for total disability. Since the inception of the plan $373,500 has been paid to the dependents of theatre managers and department heads. The company is paying at present an annual premium of $31,000 — the employees share for the extra protection amounts to $8,000 annually.

(*Continued on Page* 17)

A QUICK PIC-TOUR OF THE FAMOUS PLAYERS NIAGARA FALLS MEET

1. Members of the 25-year club present, seated left to right: Ben Geldsaler, Jack Ward, Roy Downey, Art Cauley, Bob Knevels. Standing: Maurice Doyle, Ted Doney, George Morrell, Ernie Smithies, Tom Daley, Eddie Landsborough, Jack Arthur, Sam Mantle.
2. Clockwise: Mort Margolius, George Davies, Les Mitchell, Ernie Smithies, Vern Hudson, Tiff Cook, Jay Smith.
3. Clockwise: The Invisible Manager, Russ McKibbin, Jack Arthur, Bobby Myers, Jim Simmons, Les Preston, Stan Andrews, and George Morrell.
4. Ray Lewis, Sam Fine and Sam Bloom.
5. A display of Showmanship Campaigns from the Digest contest.
6. Larry Bearg, Ben Geldsaler, J. J. Fitzgibbons, Morris Stein, R. W. Bolstad and George Ganetakos.

# HIGHLIGHTS and QUOTES

## FROM FAMOUS PLAYERS CONVENTION

"Grass always appears greenest in other pastures" — John Fitzgibbons . . . Selling Canada by means of Public Relations series of recording — Thirteen to fifteen recordings made — Ottawa desires another series . . . Four short subjects from National Film Board to be released, "Arctic Jungle", "Teaching Our Children", "Control In Use of Narcotics" and "Boys' Camp" . . . Selling Shorts stressed as box-office . . . "All pictures without restrictions from all countries played in two countries only, Canada and the United States" — R. W. Bolstad . . . Noel Barrow greeted his associates, said he did not like making speeches. If we knew what Noel knew, we would know a lot . . . Famous Players Canadian Corp. pays over 55% of the wages to film employees in Canada — R. W. Bolstad.

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Increase in admission prices in the U.S. since the war, 65% . . . Carpets for theatres to-day cost approximately $10.00 per yard as compared with $4.00 per yard pre-war . . . 12,000 employees in M.P. industry in Canada, 2,000 in exhibition . . . Newsreel clip of Canada in every newsreel exhibited in the U.S. . . Standard of living in Canada, second highest in world, U.S. first place as recognized in World Conferences . . . Banker at Cleveland asked, "How can Candadians operate under laws made in England?" . . . John J. Fitzgibbons in visiting Texas and requesting co-operation to help out Canada's American dollar problem, was told by Texan, "Why should we be interested in Canada when you have banned our grape-fruit?" Fitzgibbons explains American dollar situation in Canada, and Texan offers co-operation.

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Tourist business in State of Wisconsin, $200,000,000 a year, Canada in competition for tourist trade, received $250,000,000 . . . John Fitzgibbons advises managers to extend welcome service to tourists "Don't just take their money, give them something in return which will make them come again" . . . Tennessee tourists in British Columbia were surprised to see some short subjects on Tennessee in local theatres and gave such presentation much applause . . . "Good citizenship means giving back part of what you take, to the country in which you have residence, or of which you are a citizen" — John J. Fitzgibbons . . . Sell public while public is in your theatre as well as bringing the public in. Sell them through service . . . Television capitalized on Sports Events, so can we by exploiting Short Sport Events. Automobile Races had an attendance on one day of 400,000 people.

London Free Press sent wire congratulating Famous Players re Trudell, 1st prize winner, Digest Showmanship Campaign . . . Resolution of regret wired to Charlie Quarrie, Ernie Moule, Donald Laclennan who were unable to attend conferences because of ill health . . . Rube Bolstad stated that Canadian Motion Picture Theatres offered their entertainment at the cheapest price in any English-speaking country in the world . . . Morris Stein introduced the new managers and affiliates who were attending their first Conference . . . Rube Bolstad advised to survey the boom in competition, not only in theatre operations, but many forms of entertainment . . . Tribute was paid to Jules Wolfe, Maintenance head, who was absent, finishing a job on a new theatre in Windsor . . . Tribute to Jack Fitzgibbons re Confections and the big exhibition display . . . Tribute to Pete Brown re Equipment and Sound.

●

Jimmy Nairn, Publicity chief, stressed value of trade paper publications, information on exploitation, better theatre operation . . . Morris Stein — "We make allowances for mistakes, providing they are not repeated" . . . "Take a look at your job, this is the time to look, 1939 meeting at Niagara Falls was a historical year, 1944 another historical year, 1948 a most important year" . . . Bob Roddick, Halifax, emphasized the importance of conferences, what such conferences meant to those who have travelled 1,500 miles to attend them . . . Jack Arthur — "It appears that I have been coming to conventions all my life" . . . Bob Eves, Toronto — "Don't let rust get into our business" . . . Ray Tubman, Ottawa, talked from the Ottawa viewpoint, being in the city which houses the Dominion Government Parliament . . . Dan Krendall, Toronto — "Advise the managers under my supervision to open up their mouths and talk to me, I am not a mind-reader" . . . Announcement was made that Famous Players Canadian Corp. would give a Scholarship for Journalism, as suggested by Trudell . . . Jack Fitzgibbons greeted the Confection representatives and paid tribute to manufacturers' displays and representatives. From the Toronto office re confections, there were present—Tom Moran, Frank Troy, George Stewart, Jimmy Tate; Montreal — Neil Troy; Winnipeg—Kenny Wells; Vancouver —Kevin Fitzgibbons.

●

Manufacturers gave out thousands of dollars worth of product as samples, including nuts, popcorn, eskimo pies, cups of ice-cream, candy, gum, licorice etc. All who were present took home armsful. For Niagara citizens and guests, it was a Carnival of free sweets . . . Jack Fitzgibbons — "We handle 40 tons of sweets a week" . . . John Fitzgibbons announced that district managers and managers are to be responsible for approving any plan re merchandizing, which includes Confections and pictures for their respective territories, plans to be finalized for approval through Morris Stein and Larry Bearg, chief supervisors . . . 20th Century Theatre operation conference responsible for the idea to repeat confections display, previously organized for this company by Jack Fitzgibbons. Famous Players Canadian Corp. adopted the idea . . . Jimmy Cameron talked on exploitation, received tribute from executives with Dan Krendall for excellent Conference arrangements . . . Angus McCunn talked on Real Estate properties and values . . . Morris Stein emphasized the technique of getting things done — "Know what to do and how to get it done" . . . John Fitzgibbons talked on product, saw some of the new pictures which he stated were good . . . Stan Andrews said — "There are no bad pictures, some are good, others are much better."

●

Bert Brown presented plans and answered questions re — Children's Film Library, 20 features available, four prints each, all pictures screened by Toronto voluntary groups interested in children shows' promotion, representing long list of women's organizations. Prints at St. John, Vancouver, Winnipeg, Toronto. Handled through one exchange, everybody's product, handling free of cost . . . Dick Geering emphasized Gift Tickets . . . Roly Darby talked on Insurance . . . Al Troyer gave some forceful information in respect to reports, etc. . . . Noticed at meeting and introduced were Messrs. Justin, Legal Dept., Norman Jackson, Jack Barker, Tom Callander, Cliff Yonson, Jack Harper . . . John Fitzgibbons said — "The best pilot is no better than his ground crew", mentioned "Shadow Upon The Rock" and "Before Breakfast" as two books worth reading, quoted — "Success is never as interesting as the struggle to attain it" . . . George Genatakos, President of United Amusements said — "Building a theatre is a personal business, you have to be there, looking around at man-power. I think we have it, and it is in good hands."

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## Free Cigars at Convention

Distribution of free cigars at the Famous Players Niagara Falls meet was handled and financed by Sam Korman, who got news during the convention that he had become the father of a boy.

## FAMOUS PLAYERS

(*Continued from Page* 14)

More recently the company extended its protection and all head office and union employees are covered by a group plan which provides for increased protection according to length of service. At present 512 employees are protected by these policies.

**Hospitalization, Bonuses Too**

Famous Players also provides hospitalization, surgical and medical care for employees at a nominal cost, the company paying for most of the protection. At present there are 2,024 employees covered. With their dependents the number receiving this protection is in excess of 4,000.

"There have been 1,283 claims under the hospitalization plan," Mr. Bolstad stated, "and these have amounted to $114,000.

Famous Players' managers last year received $125,000 in the form of bonuses under the Managers' Sharing Plan," Mr. Bolstad said.

**Digest Showmanship Contest**

On behalf of Ray Lewis, publisher of the Canadian Moving Picture Digest, Mr. Fitzgibbons presented the cheques to the winners of the Digest's 8th annual showmanship contest.

The winners were Bill Trudell, Capitol Theatre, London; Harry Wilson, Capitol Theatre, Chatham and Len Bishop, Tivoli Theatre and Marc Hirsch, Eglinton Theatre, Toronto, whose joint campaign placed third.

In presenting Ray Lewis' cheques Mr. Fitzgibbons congratulated the winners and expressed his pleasure that in a Canada-wide contest all top honors went to Famous Players' showmen. He promised the winners that Famous Players would add its cheques to those presented by the Digest.

A feature of the conference was an elaborate display of confections and equipment arranged by J. J. Fitzgibbons, Jr., president of Theatre Confections Ltd. Leading manufacturers were represented in the attractive exhibit in the lobby of the hotel. Among the firms represented were: Willards, Arnett Company Ltd., Neilsons, Cadbury's, Rowntrees, Planters, Moir's, Liquid Carbonic Co. Liversavers, Weston's, Canada Chewing Gum Co., National Licorice Co., Lowney's, Borden's, Wrigley's, Kerr's, Patterson's and Silverwood's.

**Lead Discussions**

During the meetings discussions were led by R. W. Bolstad, Morris Stein, J. J. Fitzgibbons, Jr., James R. Nairn, James Stevenson and Ben Geldsaler. Under discussion were such important subjects as service and personnel, advertising and public relations, confections, accounting, children's shows, booking, operation, sale of book tickets and others.

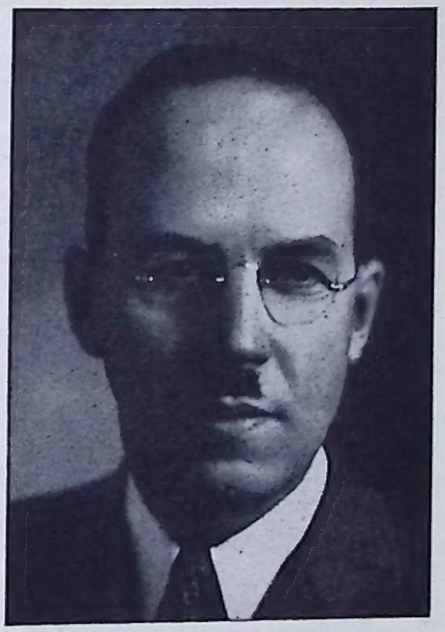
In closing the meetings Morris Stein paid tribute to the support given him by the district managers and particularly thanked Dan Krendel and Jim Cameron for the arrangements they made for the conference.

Thursday noon three busloads of employees from Head office, General Theatre Supply company and Theatre Confeltions Ltd., arrived from Toronto to join the theatremen for lunch, dinner and a cocktail party which marked the close of the conference.

Conferences will be held in Winnipeg on November 7 and 8, Edmonton on November 11 and 12 and in Vancouver on November 16 and 17, which will be attended by L. I Bearg, western division general manager, J. J. Fitzgibbons, R. W. Bolstad and J. R. Nairn.

JIMMY NAIRN
Director of Publicity.

## Some Highlight Personalities



R. W. BOLSTAD
Vice-President
Famous Players Canadian Corporation

MORRIS STEIN
Eastern Division Head, F.P.C.C.

JACK FITZGIBBONS
President
Theatre Confections Ltd.

GEORGE GANETAKOS
President, United Amusements Ltd.

# Vancouver News

By JACK DROY

NATIONAL Film Board photogs and scripters have completed filming of "The Technique of Fixed Reel and Thread Line Fishing", in the Alberni district of Vancouver Island. Julienne St. Georges was chief cameraman and Bill MacDonald the story teller, both from the Film Board's Ottawa headquarters. Short demonstrates a fishing technique new to America that will permit fly and lure casting in locations not suited to accepted techniques. Distribution will be handled in the U.S. by the sports film library of Field and Stream Magazine and in Canada through the Board's local film libraries.

* * *

*A protest was lodged here by the British Columbia Parent Teachers Federation. The protest was based on their policy, announced a year ago to try to get crime and horror soft-pedalled both in the themes and titles of films. They endorsed "Mickey", "Hamlet" and "Oliver Twist" . . . The new Studio Theatre, skedded to open in downtown Vancouver Labor Day, will not open till around the first of the year because of material shortages. Theatre will be a 450 seater, and will operate as an art-foreign spot.*

* * *

The Orpheum Theatre staff had a big party for their assistant manager Frank Mackenzie in celebration of his promotion to the position of manager of the Victoria Road Theatre. Both are F-P spots . . . Guy Graham, veteran B.C. exhibitor who sold his Park Theatre at White Rock, B.C., was in town looking up his many friends in show biz . . . Marge Colborne, moved from the candy counter at the Orpheum to the advertising department at the Paramount exchange . . . Mary Crompton, Cinema cashier, leaves show business for the job of House-Wife . . . Sam Lambert, manager of the J. Arthur Rank 16 mm. exchange is on a two month-trip to Prairie narrow gauge situations. Phyl Dixon runs the exchange while he's away.

* * *

*Hilker Enterprises and Hilker Attractions Limited of Vancouver were charged in police court with failure to pay amusement tax. Hilker Enterprises' deficit is said to be $376. while that of Hilker Attractions is $4,558. Charges were laid under the Excise Tax Act and the cases were adjourned to October 27. The Hilker outfits handle stage shows and concert attractions here . . . The Lougheed Theatre Company Limited registered under the British Columbia act, capitalization $100,000. They will build a Drive-in near Vancouver City limits.*

Agnes Gray cashier-turned-assistant-manager at the Odeon-Hastings, looks like a good bet as a show-lady . . . Gloria Cairns of the same theatre announced her engagement to Robert Black, U.S.N. . . Esconced in the box-office at the east-side State Theatre are Betty Lynds from the Plaza, and British Norma Degman. The State has been doing very well with Russian pix and is the only spot in Vancouver that plays them . . . Frank Doyle, of the State staff, whose side line has been breeding bees and marketing honey, is now breeding frogs. Says Frank, "There's a big demand for frogs' legs. They bring fancy prices from hotels and cafes in the city.

* * *

*The Vogue Theatre bowling team, consisting of four maids and a man, was awarded the Odeon League Cup at a recent get-together held at the Narrows Supper Club across the inlet from Vancouver. Team was Bernice Bobay, captain, Viki Paton, George Gaudreau, Roma Baker and Elliot Brown. The new season got under way last week.*

* * *

The Crescent Theatre, Red Deer, Alberta, a Famous Players affiliate, closed down when swept by fire eight months ago, re-opened recently. House, seating 665, was rebuilt in conjunction with F-P by the Beattie Brothers, Morris and Ernie who also operate the Capitol in Red Deer with Famous Players.

*Leone Stephens is a new addition to the International Distributors' staff . . . Jack Droy, Junior, with RKO in Calgary, before going overseas, and later on local film row, is making a name for himself in amateur theatre circles. This week he has a lead role in "While The Sun Shines", being presented by the Vancouver Little Theatre Association for a full week at the York Theatre.*

* * *

Two new small-seaters recently opened in the Richmond section of Lulu Island are finding the going pretty tough. Flood conditions in the valley last spring ruined many of the farms from which the theatres draw their chief support. One of the theatres was advertised for sale . . . Amount of display advertising in the Vancouver daily papers indicates increased rivalry between Famous Players and Odeon. Ads are being prepared by Gordon Munroe of Odeon and George Clark of Famous Players, both considered tops in their line. (Eastern representatives please note).

* * *

*Evidence of the fact that Vancouver is stage and music conscious is found in the capacity attendance at road-show attractions, symphony concerts and local talent shows, while moving picture business generally has dropped several notches, despite the high quality of product being offered at the Vancouver downtowners . . . Jimmy McAllister former Odeon Manager and member of Canadian Picture Pioneers is back in town after a successful season in B.C. and the Prairies as advance man for the Royal Canadian Shows.*

* * *

Joe Marks, Canadian General Manager of SRO, in town during his recent tour of that company's western branches, tells us "Duel in the Sun" proved a top grosser in leading theatres across Canada. "Mr. Blandings Builds His Dream House" which opens at the Strand here next week is following the lead of "Duel", and has shown outstanding returns on all engagements played to date . . . Frank Fisher (Dickens and Shakespeare) Canadian Eagle Lion head, was also in Vancouver and is really enthusiastic about his new English cartoon series soon to show on Canadian screens . . . Mickey Mouse with an English accent should be something!

* * *

*In town recently were Frank Vaughan, Monogram Sales Manager, Ed Bickle of Courtney-Cumberland Theatres and Les Campbell of the Castle, Castlegar, B.C. Vaughan was here on a check-up of the local Mono exchange while the exhibs were doing their fall booking and buying.*

# « Capital Story »

By WILL McLAUGHLIN

A SPOKESMAN for the National Film Board termed "complete nonsense" Quebec Premier Duplessis' charge that Film Board pictures were "impregnated if not saturated with Communist propaganda." He said the work of the NFB was in the interests of the Canadian people, and not concerned with political "isms". Commenting on the affair, the Ottawa Journal editorialized "a reply would come better from a responsible cabinet minister, in this case, Dr. McCann."

* * *

*French stage and screen comedian Fernandel played to capacity at the Laurier Theatre. Star and his company were welcomed to Hull by civic officials at a luncheon in his honour at the Standish Hall Hotel. Fernandel was also a guest of the French embassy in Ottawa over the week-end before continuing his Canadian tour.*

* * *

The Ottawa branch of the National Film Society of Canada presented its first program of the new season at the Glebe (Odeon) Theatre on Sunday afternoon. Among the films screened for the large member audience were the Italian classic "Shoe Shine" (Alliance) and the British "Steps of the Ballet" featuring Robert Helpman . . . Ray Tubman, F-P's district supervisor and resident manager of the Capitol and Henry Marshall, Regent manager have returned from the Falls where they attended the Famous Players' convention.

* * *

*Gord Beavis and Don B. Stapleton of the Centre Theatre, entertained hundreds of Ottawa and district children with a preview of "The Babe Ruth Story" on Saturday morning. Before the picture started balloons were distributed among the children, and 24 baseball bats, donated by a local sport shop, were given to lucky number holders.*

* * *

Mr. and Mrs. Ross McLean, just returned from two months in Europe, were guests of honour at the Film Board's annual barn dance recently held at Pineland. Film Commissioner McLean was chairman of the film subcommittee of UNESCO and also attended the film festival at Edinburgh, Scotland. Special guests also were Mr. and Mrs. Graham McInnes and Miss Marjorie McKay. Mr. McInnes, co-ordinator of NFB's graphic division, goes to the Dept. of External Affairs as assistant to Saul Rae, chief of the Information Branch. Miss McKay, the Film Board's business division supervisor, leaves for the UK shortly, where she will work with a British film group. Guests at the barn dance, dressed in the latest "down on the farm"styles, were welcomed by Miss Freda Easto, acting president of the NFB Recreation Association.

* * *

*Frank Gallop, Glebe Theatre manager, reports a brisk demand for reserved seats during the three-week run of Olivier's "Hamlet". Opening night, under the sponsorship of the Ottawa committee of the "Save the Children Fund" drew a capacity audience of prominent federal, provincial and civic officials as well as film reps and the local citizenry. Her Excellency, the Viscountess Alexander of Tunis, graced the event with her attendance.* * * *

Brian Doherty, in the course of a press interview at the Little Theatre, where his company is currently presenting "The Drunkard" said he hopes to open a professional theatre school next summer near Cobourg, Ontario. School would be on a 100 acre estate just outside the city, which has a natural amphitheatre for outdoor productions. Mr. Doherty said that he would be working with Bertha Knapp of Detroit, a former opera singer, and teacher of voice and diction.

## Assigned to "Happy Times"

Sam Hearn, renowned as "Schlepperman" on the Jack Benny air show, and his brother, Lew, have been signed for featured comedy roles in "Happy Times", with Danny Kaye at Warner Bros.


J. ARTHUR RANK

Presents

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with

PHYLLIS CALVERT

Margot Grahame

Francis L. Sullivan

Derek Bond

•

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•

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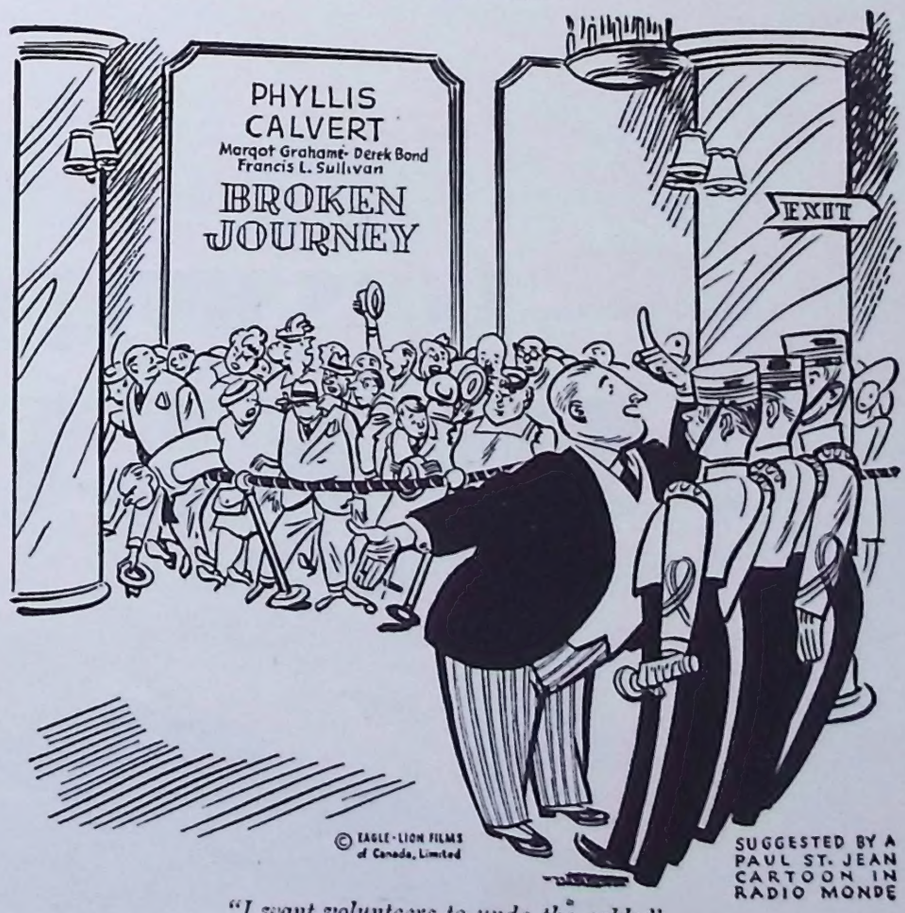
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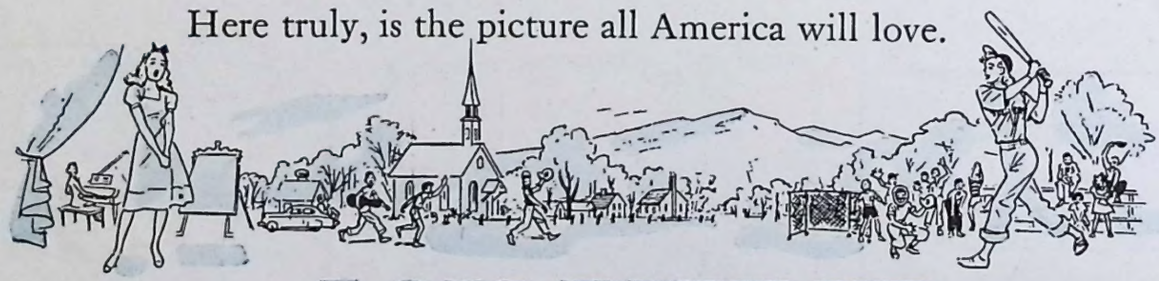
In "MICKEY," the screen discovers an enchanting young new star—LOIS BUTLER, whose radiant beauty and glorious voice will capture the hearts of everyone. Here truly, is the picture all America will love.



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*America's New Sweetheart*

*in* **MICKEY**

*In gay, sparkling* CINECOLOR!

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Rose Hobart · Hattie McDaniel · Skippy Homeier
Produced by Aubrey Schenck · Directed by Ralph Murphy
From the novel, "Clementine," by Peggy Goodin
Screenplay by Muriel Roy Bolton, Agnes Christine Johnston
Presented by DAVID W. SIEGEL

"In 'Mickey' Eagle Lion has not only a new and charming star, Lois Butler, but also a picture with the family label pasted all over it!"
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